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## **TrustPlus Announces Partnership with BidPay to Increase Safety in Online Classifieds Transactions**

**WALTHAM, Mass. (December 10, 2007)** – TrustPlus, Inc., today announced a strategic partnership with BidPay.com, Inc., a leading online payment service, that will allow TrustPlus users to leverage the security of the TrustPlus reputation service with the convenience of using credit cards through the BidPay payment platform for online classifieds transactions. The partnership improves the security of online classifieds transactions, while making the purchase experience quick and simple.

“TrustPlus’ goal is to make the Internet safer by helping people know who to trust in any online setting. By joining forces with BidPay, we’re taking an important step for the online classifieds market by reducing risk and increasing usability,” said Shawn Broderick, founder and CEO of TrustPlus.”

In coordination with TrustPlus’ reputation service, BidPay’s payment platform helps buyers make purchases using their credit cards without revealing the card’s information to sellers. By joining these services, online buyers will be able to access a seller’s reputation and make their purchase with a debit or credit card in one simple step, while maintaining their privacy and security.

“Online classifieds sellers and buyers are eager for an online payment service that is as easy-to-use as is it safe,” said David Hansen, president of BidPay. “This strategic partnership with TrustPlus will give online sellers and buyers the unique combination of alternative payment options and online accountability they crave.”

Today, sellers on craigslist, EPage, iMoondo, Backpage.com, eBay and other online classifieds sites, choose to show their TrustPlus reputation scores so consumers can buy from them with confidence. EPage will be the first site to offer its members the TrustPlus reputation system enhanced by BidPay payment services.

### **About BidPay**

BidPay is a leading online payment service and a wholly owned subsidiary of CyberSource. Originally launched in 1999, BidPay saw explosive growth as customers quickly adopted alternative auction payment services. With the ability to easily integrate with auction seller’s online listings, including those on eBay, BidPay offers a low cost payment option for online credit and debit card processing without the need for a merchant account. BidPay utilizes advanced fraud and risk tools and has helped service over 4 million customers since its inception. For more information, please visit BidPay’s website at [www.bidpay.com](http://www.bidpay.com).

### **About TrustPlus**

TrustPlus, Inc.’s mission is to make the Internet the safest place on earth with an online reputation service that helps people know who to trust. TrustPlus is altering the Web landscape by creating a community of trust to establish accountability online. By leveraging the collective wisdom of the community, TrustPlus provides each individual with customized information about who to trust in any given online scenario and empowers Web users to protect themselves, the people they care about and the entire online community from online

fraud, scams and much more. Founded in 2006, TrustPlus is headquartered in Waltham, Massachusetts. For more information visit [www.TrustPlus.com](http://www.TrustPlus.com).

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